

## ORDER



**Orders**  
**Order / Rev:** 62287  
**Alt Order #:** 09818345  
**Product Desc:** NANCY SODERBERG  
**Estimate:** 583  
**Flight Dates:** 10/16/12 - 10/22/12  
**Original Date / Rev:** 09/28/12 / 09/28/12  
**Order Type:** CIA - O

## Fox 30 JAX

**Primary AE:** Millennium Washington DC  
**Sales Office:** MNAT  
**Sales Region:** National

**Agency Name:** Abar Hutton Media, LLC  
**Buying Contact:**  
**Billing Contact:**  
 6190 Grovedale Ct  
 Alexandria, VA 22310

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Nancy Soderberg (D) FL Senate D-4  
**Demographic:** A35+  
**Product Codes:** State Elections  
**Priority:** P-2  
**Revenue Codes:** AGY, POL-CAND, GEN

**New Business Thru:**  
**Order Separation:** 00:30:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	19	\$2,020.00	\$1,717.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	19	\$2,020.00	\$1,717.00	0.00
<b>Totals</b>	<b>19</b>	<b>\$2,020.00</b>	<b>\$1,717.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
Fox 30 JAX	4%	\$2,020.00
Market	100%	\$50,500.00

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
EAWS	0%	\$0.00
ETEV	0%	\$0.00
UNKWN	0%	\$0.00
WCWJ	0%	\$0.00
WJXT	38%	\$19,190.00
WJXX	7%	\$3,535.00
WTEV	21%	\$10,605.00
WTLV	30%	\$15,150.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WAWS	10/16/12	10/22/12	M-F 9a-10a M-F 9a-10a	CM	9:00 AM-10:00 AM	MTWTF--	:30	5	\$100.00	P-2	0.00	NM	5	\$500.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--			5			\$100.00		0.00			
E 2	WAWS	10/16/12	10/22/12	M-F 2p-230p M-F 2p-230p	CM	2:00 PM-2:30 PM	MTWTF--	:30	5	\$40.00	P-3	0.00	NM	5	\$200.00
JUDGE JOE BROWN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--			5			\$40.00		0.00			

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Flight Dates:	10/16/12 - 10/22/12

Advertiser:	Nancy Soderberg (D) FL Senate D-4
Product Desc:	NANCY SODERBERG
Estimate:	583

**Fox 30 JAX**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WAWS	10/16/12	10/22/12	M-F 2p-230p M-F 2p-230p	CM	2:00 PM-2:30 PM	MTWTF--	:30	5	\$40.00	P-3	0.00	NM	5	\$200.00
JUDGE JOE BROWN															
E 3	WAWS	10/16/12	10/22/12	M-F 4p-5p M-F 4p-5p	CM	4:00 PM-5:00 PM	MTWTF--	:30	4	\$50.00	P-3	0.00	NM	4	\$200.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--		4				\$50.00		0.00			
E 4	WAWS	10/16/12	10/22/12	M-F 5p-530p M-F 5p-530p	CM	5:00 PM-5:30 PM	MTWTF--	:30	4	\$80.00	P-3	0.00	NM	4	\$320.00
FAMILY FEUD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--		4				\$80.00		0.00			
E 5	WAWS	10/16/12	10/16/12	Tue Reg 1 Tue Reg 1	CM	8:00 PM-9:00 PM	-T-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
RAISING HOPE/BEN & KATE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----		1				\$800.00		0.00			
													Totals	19	\$2,020.00